

Abstract

A γ 1A converter circuit 1a and a γ 2A converter circuit 2a to a γ 1C converter circuit 1c and a γ 2C converter circuit 2c use first to third types of first and second γ -characteristics to γ -convert an input video signal IS. Selectors 3 to 5 select one pair among three pairs of γ -characteristics in accordance with a transmittance to be used for display, and selects one of the six γ -corrected outputs such that both a distribution area ratio of pixels driven by the video signal as γ corrected by use of the first γ -characteristic of the selected pair of γ -characteristics and a distribution area ratio of pixels driven by the video signal as γ corrected by use of the second γ -characteristic of the selected pair of γ -characteristics are equal to a distribution area ratio specified in advance for the selected pair of γ -characteristics.